

PartnerWorld

PRACTICAL GUIDE FOR RESELLERS

For ThinkPad and ThinkCentre PC Resellers



ThinkPad | ThinkCentre

thinkpad.com/partner/uk

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New to PartnerWorld?

It's all about you!

IBM and Lenovo Group Limited have recently announced an agreement under which Lenovo will acquire IBM's Personal Computer Division. As part of the transaction, Lenovo and IBM will enter a broad-based, strategic alliance in which Lenovo resellers will continue to be full participants in the IBM PartnerWorld programme.

IBM PartnerWorld is a worldwide programme for Business Partners offering sales and marketing tools, skill-building courses and technical support to help create opportunities to grow your business and drive increased profit.

Rest assured IBM and Lenovo are committed to working together as one integrated team to meet your needs. So now is the perfect time to join PartnerWorld and watch your business thrive.



The PartnerWorld programme consists of three membership levels – Member, Advanced and Premier.

As you progress through these levels, you receive enhanced benefits.

With your initial registration into PartnerWorld, you will automatically be assigned Member level.

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Your PartnerWorld level is determined with points which are earned through skills, revenue and customer satisfaction. In addition, points earned for TopSeller express or SMB sales are additive to the total points. An approved co-marketing plan (PartnerPlan) is required for Premier status.

Targets

Advanced – 7 points

Premier – 25 points

Criteria	Points
Skills or solutions (mandatory*)	
• Approved skills	1
• ISV Solution	7
Revenue	
Total	
• \$1,000K server and storage (excluding xSeries)	1
• \$75K PC, xSeries, Printer and retail store solutions	1
• \$75K Software	1
• \$150K IBM Services	1
SMB	
• \$100K server and storage (excluding xSeries)	1
• \$25K PC (TopSeller express) xSeries and Printer	1
• \$25K Software	1
Customer satisfaction	
• Conducted customer satisfaction survey via 3rd party	1
• Achieved net satisfaction index 79-85	2
• 86-100	4

* A minimum of three points (Advanced) and six points (Premier) must be earned from skills to attain the required membership status. Advanced must include one technical and one sales and Premier must include two technical and two sales. A maximum of two skills per individual can be applied towards Advanced/Premier status.

How to get started

Register on PartnerWorld so you can begin to take advantage of the benefits of becoming a member straightaway.

PartnerWorld Dedicated Web Portal

PartnerWorld has a dedicated Web portal designed to create a single point of contact for your sales and marketing resources.

Visit the Web site for the latest TopSeller express programme, latest advertised offerings, Education, PartnerWorld programme benefits and overviews, Marketing and Sales information, Product Catalogue, Distributor stock (in select countries), co-marketing and much much more.

You can also sign up to receive the latest news on TopSeller express products, prices, rebates, discounts, promotions, new offerings and education, relevant to your business interests, direct to your inbox.

Register now at:

thinkpad.com/partner/uk

Alternatively PartnerWorld Contact

Services can take you through the registration process.

Contact them on Tel. No. 01256 344500.

PartnerWorld Value Package:

You can also build on the rich set of high value benefits available by purchasing the PartnerWorld Value Package or Value Options.

The optional fee-based PartnerWorld Value Package bundles software, world-class technical support, marketing resources and reimbursement of education, all for an annual fee of \$2,000. The level of each of these benefits vary depending on your PartnerWorld status.

ibm.com/partnerworld/pwhome.nsf/weblook/pub_ben_valuepack.html

Channel Ready Products

TopSeller express Programme

A specially designed monthly programme, TopSeller express offers a popular range of PC products that give you competitive pricing, instant availability, upfront discounts, rebates, rewards and more.

Monthly promotions focusing on specific models give you even more competitive advantage to help you grow your business.

The TopSeller express Stars strategy, is focused on price at the low end, and profitability at the high end.

TopSeller express Stars



1 star: heavily promoted, low entry price to drive business to you
– sell up to 2 and 3 star products



2 star: products to sell for profit, increased margin opportunity and generous rebates apply



3 star: products to sell for maximum profit increased margin opportunity and earn higher rebates

Huge demand generation programme

Plus we are investing heavily in vigorous demand generation activities to drive business to you. With millions of inserts targeting SMB customers in the daily and IT press each month.

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Channel Ready Products

Volume Discount Grid*

- Increased discounts on lower volumes to allow for greater profits
- All TopSeller models (not just the current month's selection) are eligible for discount
- Allows discounting on combined sales of ThinkPad and ThinkCentre PCs.

Volume Discount Grid			
	0%	2%	4%
For ThinkCentre order volumes	<10	10-49	50>
For ThinkPad order volumes	<10	10-49	50>
For ThinkVision order volumes	<10	10-49	50>
For Accessories order volumes*	<10	10-49	50>

*Country specific terms and conditions apply. Please contact your Account Manager for details.

Discounts will be applied only to ThinkPlus Accessories which have been ordered on the same order as TopSeller system unit models.

Channel Rebate Programme

Reseller Advantage Programme (RAP)

RAP is available during 2Q 2005. Contact your Account Manager to find out details of programmes in the current quarter.

RAP rebates can be earned on a wide selection of TopSeller express 2 and 3 star PC products when purchased from authorised Business Partner Distributors.

All Business Partner Resellers qualified as Advanced or Premier for PartnerWorld are eligible to participate in the RAP programme. Premier Business Partners can now earn up to £16,000* per quarter and Advanced Business Partners £8,000*.

The RAP programme provides additional earnings as a rebate paid from the Business Partner Reseller's selected Distributor. Rebates are earned on selected products bought within each calendar quarter from all authorised Business Partner Distributors based on a rebate grid published at the beginning of every quarter.

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**RAP earnings if full quantities of highest earning products are bought.*

TopSeller express Marketing Material

TopSeller express Price List

A monthly TopSeller express price list detailing the latest TopSeller products and their Star rating is e-mailed monthly.

Express Selection eBrochure

A monthly customer deliverable for client mailings, inclusion in proposals and leaving with prospects. Featuring all TopSeller express products.

Both these deliverables are available to download from the PartnerWorld Web site at:

thinkpad.com/partnerpromo/uk

TopSeller express e-mail

Sign up to receive the very latest Price List and eBrochure on the first of each month. This monthly e-mail includes details of all the latest Business Partner programmes.

thinkpad.com/partner/uk

Monthly demand generation Inserts

Millions of inserts targeting SMB customers are sent out each month in the daily and IT press driving business to you.

- *Direct Drive to contact Reseller*
- *Visitors to Web sent to Reseller*
- *Callers sent to Reseller.*

ThinkVantage Technology and Design

ThinkVantage Technology and Design features are designed for your customers. Designed to help you sell.

Here's a rundown of the 20 reasons everyone's next PC should be a ThinkPad or ThinkCentre.

1 Rescue and Recovery

Enables hassle-free recovery of data and systems image.

2 Active Protection system

Senses motion and protects hard drive from shock-related failures.

3 Access Connections

Switches effortlessly between settings for different wireless and wired networks.

4 Embedded Security Subsystem

Secures users' PCs, data and network communications from unauthorised access.



Blue Button 5
User access to self-help support tools and information.

Systems Migration Assistant 6

Moves settings and data easily from old to new PC.

ImageUltra Builder 7

Consolidates multiple software images into one master image.

Presentation Director 8

Perfect presentations every time.
Switching easily through screen resolutions.

Common Accessories 9

Your new ThinkPad can inherit the accessories your last one left behind

Dual Latches 10

Keeps your ThinkPad lid tightly shut protecting your notebook's display.

thinkpad.com/thinkvantage/uk



ThinkVantage Technology and Design

11 Increased ThinkPad Battery Life

Incorporating Intel® Centrino Mobile Technology, for great wireless performance and extended battery life.

12 ThinkLight

Located at the top edge of the display, a tiny LED illuminates the keyboard to let you work in low light conditions.

13 UltraNav / Trackpoint

The multipointing system combines the latest full-function TrackPoint pointing device with a customised touch pad.

14 Fingerprint Reader

Ergonomically molded into the palm rest, the Fingerprint Reader offers biometric security and replaces passwords for your ease-of-use.

15 Ultra-Small Form Factor

A space-saving small form factor that is 75 per cent smaller than a traditional ThinkCentre desktop.

16 Tool-less PC Design

The tool-less chassis construction means it's easy to open up and service most IBM ThinkCentre PCs.

Dual Antennae 17

ThinkPad notebooks feature a superior dual-antennae system built into the display, which provides increased signal strength for Integrated Wi-Fi certified technology.

Stainless Steel Hinges 18

These firmly anchor the display to the ThinkPad base for more strength and to minimise torsion of display.

Secure screen-surround 19

The lip (picture frame) around the ThinkPad display takes pressure from the top of the display and transfers it to the sides, protecting it from pressure on top.

Spill-resistant keyboard 20

ThinkPad notebook keyboards are sealed and sit in a tray, reducing the risk of system damage.

thinkpad.com/thinkvantage/uk

ThinkVantage Technology and Design

Service Opportunities for YOU

Using these 20 Technology and Design features you now have four BIG opportunities to offer unique services to your customers.

Build services around these technologies:

1. Wireless Technology & Design features	2. Security Technology & Design features	3. Migration Technology & Design features	4. Support Technology & Design features
Access Connections Blue Button Software Delivery Centre System Migration Assistant Dual Antennae Embedded Security Chip Client Security Software Fingerprint Reader Latest Intel ® Technology	Client Security Software Fingerprint Reader Software Delivery Centre Rescue & Recovery Blue Button Access Connections Latest Intel ® Technology Embedded Security Chip	Image Ultra Builder Access Connections Blue Button Software Delivery Centre Rescue & Recovery Data Migration Assistant Latest Intel ® Technology	Blue Button Access Connection Software Delivery Centre Rescue & Recovery Latest Intel ® Technology
Wireless Service Opportunites	Security Service Opportunites	Migration Service Opportunites	Support Service Opportunites
Develop the Strategy Design the infrastructure Supply the hardware Deploy the infrastructure Educate the users Support the Customer	Develop the Strategy Provide the hardware Deploy Educate the users Support the Customer	Develop the Strategy Design the image Develop the Blue Button Provide the hardware Deploy the image Educate the users Support the Customer	Develop the Strategy Design the infrastructure Deploy the infrastructure Educate the users

- *Increased revenue and profit for you*
- *Increased savings for your customers.*

Register for PartnerWorld today and start to Win More and Sell More with the Think Differentiators for Business Partners.

thinkpad.com/partner/uk

ThinkVantage Technology and Design

Business Partner Reference Programme

The ThinkPad and ThinkCentre range of products feature many design and technical differences over our competitors – helping you to win more often and to earn more from related services.

Win more by building unique business values for your customers and sell more by building service offerings using the ThinkVantage Technologies.

Have you won with these differentiators? If so, and you would like your story to appear on our Web site, complete the simple online nomination form and you could win €500 worth of vouchers.

thinkpad.com/partner/uk/

There is a host of material with the 20 reasons why everyone's next PC should be a ThinkPad or ThinkCentre, including:

CD

A resellers view of the ThinkVantage Technology and Design differentiators, how to exploit them and win against the competition. Contact your account manager for your copy.

Interactive PDF

Interactive PDF focusing on ThinkVantage Technology and Design differentiators.

[tthinkpad.com/pc/partnerworld/uk/20 reasons](http://tthinkpad.com/pc/partnerworld/uk/20reasons)

Flip Book

Flip book for the desk focusing on ThinkVantage Technology and Design differentiators– helping your sellers turn the 20 reasons into money making services.

Contact your local Sales Representative for more information.

Additional Business Partner Services

Technology Access Programme

Business Partners may purchase selected Personal Computer products at substantially reduced prices for demonstration and evaluation purpose.

Contact your Distributor for details.

Financing

During the transition to Lenovo and beyond, IBM Global Financing (IGF) will continue to provide financing services for PC products acquired from Lenovo. IGF the world's largest IT financier, offers partners creative financing solutions to meet your clients' IT and business needs.

Financing is a key sales enablement tool with clear benefits for Business Partners – enabling you to sell more; grow your business faster and develop more profitable and long-term relationships with your clients. Your clients will appreciate the flexibility throughout the lease, as they can upgrade their equipment more frequently and avoid issues related to IT disposal. Contact your sales representative for more information or go to ibm.com/financing/europe.

With the enhanced IGF Rapid Online Financing tool, it has never been easier to offer financing to your clients. With streamlined processes, including automatic credit approvals and simplified rates, you'll find it much easier to bring the IT you need into your business. Go to: ibm.com/financing/partnertool/rofpub.nsf to sign up or to submit your request.

PartnerChoice Programme

PartnerChoice enables Business Partners to work directly with us when dealing with specific end-user Special Bid opportunities.*

Our authorised distributors will continue to focus on promoting TopSeller express products with value add services and a comprehensive range of support.

Contact your local Sales Representative or call PartnerWorld Contact Services on Tel No. 01256 344500

* PartnerChoice availability may vary by country.

Marketing Resources to help support Business Partners

e-mail Designer – demand generation tool

Use this simple tool to create quick e-mail campaigns to your customers and prospects – promoting the monthly changing TopSeller express portfolio of products.

- *Simple to use drop down menu*
- *Choice of two or four products*
- *Matches end user marketing and advertising for maximum end user response*
- *Call to action direct to Business Partner*

thinkpad.com/partner/uk

Monthly Newsletter

Receive the latest news on TopSeller express products, prices, rebates, discounts, promotions, new offerings, education and more.

FIND IT tool

Interactive PDF that helps you quickly locate Personal Systems selling resources.

thinkpad.com/partner/uk



Profit from Education

PC Institute Education (PCI)

PCI offers all Business Partners access to classroom education at discounted prices (up to 25 percent off list price).

The PC Institute is the one-stop source for sales, technical, and service professionals who want training on the latest personal computing products and solutions. Students learn selling strategies and techniques to leverage the offerings to sell ThinkPad and ThinkCentre products and services more profitably.

thinkpad.com/training



What's Hot from Lenovo*

For 2005 What's Hot from Lenovo is primarily delivered through a series of short, fun face to face sessions.

This Business Partner sales skills enablement programme provides resellers with clear differentiators to see exactly how to make money and beat the competition selling ThinkPad notebooks and ThinkCentre desktops:

- *Ten reasons – Better by Design*
- *Ten reasons – Better through Technology*
- *ThinkVantage Technology and Design Differentiation CD etc. available to take away.*

For more details send an e-mail to bpinformation@uk.lenovo.com

*What's Hot from Lenovo replaces KYI - Personal Edition. Programme details remain unchanged.

Support for Business Partners

PartnerWorld Contact Services (PWCS)

Provides a first point of contact for PartnerWorld general enquiries. For all Business Partners: e-mail (emeapw@uk.ibm.com) or phone:

Country	Telephone Number	Opening Hours (local time)
Austria	01245-925910	8.00 am – 5.30 pm
Germany	01803-246256	8.00 am – 5.30 pm
Switzerland	0844-803030	8.00 am – 5.30 pm
Denmark	45-233277	8.00 am – 5.00 pm
Finland	094-596400	9.00 am – 6.00 pm
Norway	66-998353	8.00 am – 5.00 pm
Sweden	087-935008	8.00 am – 5.00 pm
Ireland	018-159597	8.00 am – 5.30 pm
Netherlands	020-513-5155	8.30 am – 5.30 pm
United Kingdom	01256-344500	8.00 am – 5.30 pm
Belgium	022-253535	8.30 am – 5.30 pm
France	0810-801426	8.30 am – 6.00 pm
Italy	02-70316105	8.30 am – 6.00 pm
Spain	901-200700	9.00 am – 6.00 pm
Portugal	800-880336*	9.00 am – 6.30 pm
Turkey	00800-448825308*	10.00 am – 7.30 pm
Greece	00800-44145307*	10.00 am – 7.30 pm
Israel	1800-9447858*	9.00 am – 6.00 pm
Czech Republic	844-111-163	8.30 am – 5.00 pm
Hungary	06-40-200-597	8.30 am – 5.00 pm
Poland	0801-131404	8.30 am – 5.00 pm
Russia	095-2586383	9.00 am – 5.30 pm
Slovakia	0850-111172	8.30 am – 5.00 pm
Slovenia	01-479-6886	8.30 am – 5.00 pm
International	44-1475-557060*	8.00 am – 5.30 pm (UK time)

* English Only

Support for Business Partners

Technical Support

Techline (pre-sales support):

Techline provides fast and easy access to technical information and assistance needed to close sales. Techline offers speedy responses to queries from experts in the worldwide technical support community. Access to pre-sales support specialists is available via e-mail from the PartnerWorld Web site.

Voice support for urgent queries is also available to entitled Partners. Call PartnerWorld Contact Services (PWCS) or receive a Techline VRU PIN number via PWCS. PWCS will perform entitlement checking and route to Techline.

Techline voice support is available in five languages English, French, German, Italian and Spanish. This same level of support (voice and electronic) is also available to PartnerWorld member level Business Partners who have chosen to purchase the Value Package.



Access to HelpCentre

(post-sales support):

Post-sales support on PC products for Business Partners. An authorisation and PIN number are required to access this service. Contact your local Sales representative, who can arrange for access to be provided. Please note—PartnerWorld Contact Services cannot allocate authorisation of PIN numbers.

If you do not know the contact for your country, call PartnerWorld Contact Services on:

Tel. No. 01256 344500.

thinkpad.com/partner/uk

Support for Business Partners

Web support:

Web support is provided via Service and Support Profile Management Web site (SPM). Authorised Service Providers, Business Partners and Self Maintainers—contact your Service Manager or SPM administrator and ask to be added to SPM and to receive your authorisation ID and PIN.

ibm.com/pc/partner/spm

Alternatively, the PC eSupport site presents a vast array of technical support information.

thinkpad.com/support



ThinkPad T42 with integrated fingerprint reader

Warranty Information

Warranty

During the transition to Lenovo and beyond, IBM will provide warranty service and support for PC products purchased from Lenovo. This means that the processes and systems you use for warranty for Lenovo products will continue to be the same systems you used in IBM.

ThinkPad notebooks and ThinkCentre desktops come with varying standard warranties ranging from one year customer carry-in to three years on-site. You can check to see if a machine is within its warranty period by using the warranty lookup under the online technical support link below. If the machine is still covered under warranty, you can use the National Call Management Centre (NCMC) to determine if they can resolve the issue over the phone or need to send out an engineer.

Warranty Callout Tel No: 08705 500 900
NCMC General Enquiries Tel No:
08705 426426

thinkpad.com/warranty

Warranty Upgrades

Receive discounts when you sell ThinkPlus Services maintenance options.

- *Convenient way to sell the wide range of IT support services.*
- *Off-the-shelf product, designed to meet a wide range of priorities, requirements and budgets.*
- *Fixed term, fixed price service solution which can be ordered at the time of ordering the machine.*
- *Easy to sell, minimum administration and fast registration for the customer with electronic ThinkPlus.*

Contact your country Sales Representative for more information on ThinkPlus services.



ThinkCentre S Series

Warranty Information

Warranty Service Provider Programme (WSP)

During 2005 Business Partners who are accredited at either PartnerWorld Advanced or Premier status who have achieved a minimum of either \$50k of PC/xSeries TopSeller revenue or \$100k of PC /xSeries total revenue, may apply for WSP status. Those subsequently appointed as 'Warranty Service Providers' by IBM (or Lenovo for PC products only) will be offered the Warranty Service Agreement which gives you the ability to handle warranty and repair of PC and IBM **@server** xSeries products (open distribution) on behalf of IBM.

Advanced or Premier Business Partners may apply by completing the warranty service application form.

thinkpad.com/partner/uk

Warranty Service Provider Incentive Programme*

This incentive programme rewards existing Warranty Service Providers who invest in service and support of PC products and achieve the highest levels of performance. Consisting of three different service programme levels, each level having differentiated criteria and benefits.

Contact your country warranty owner for additional information on how to become an Warranty Service Provider or the Service Support Web site at:
ibm.com/pc/partner/spm



ThinkPad x40

*available in Austria, Belgium, Denmark, France, Germany, Greece, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Netherlands, Norway, Spain, Sweden, Switzerland and the United Kingdom.

Useful Web Sites

PartnerWorld home	thinkpad.com/partner/uk
PartnerWorld Registration	thinkpad.com/partner/uk
TopSeller express monthly promotions	thinkpad.com/partnerpromo/uk
TopSeller express pricelist	thinkpad.com/partnerpromo/uk
PC product training	thinkpad.com/training
Product Guide – download the latest guide	thinkpad.com/partner/uk
Literature – download product literature	thinkpad.com/literature/europe
PartnerWorld Contact Services	ibm.com/pc/partnerworld/europe/contactservices/en
PC Home page	thinkpad.com/uk
ThinkVantage Differentiation	thinkpad.com/thinkvantage/uk
Financing	ibm.com/financing/uk
PC images – download product images	ibm.com/common/ssi/imagelibrary



Registration required for full access. Register at: thinkpad.com/partner/uk

Distributors

Computacenter Distribution (CCD):	0870 602 0990
Interface Solutions International:	0871 230 0136
Computer 2000:	0870 401 1070
Interchange:	01344 861 861
Ingram Micro:	0870 166 0160
Northamber:	020 8296 7066
ETC:	0121 766 7337

Feedback suggestions

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For more information

Visit: [thinkpad.com/literature/
europe](http://thinkpad.com/literature/europe)

IBM has announced
that Lenovo will
acquire IBM's PC
Division.
After the acquisition,
ThinkPad
and ThinkCentre will
be products
of Lenovo.

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For a copy of applicable product
warranties, write to: Warranty
Information, PO Box 12195, RTP, NC,
27709, USA. Attn: Dept JDJA/B203.
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or warranty regarding third-party
products or services.

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products and services offered in the
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discussed in this document in other
countries. Information is subject
to change without notice. Consult
your local Lenovo representative for
information on offerings available in
your area.

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ThinkPad, ThinkVantage and
ThinkVision TrackPoint, Ultrabay,
UltraConnect and UltraNav are
registered and/or common law

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